

Michigan SAFE KIDS Program 1999/2000 Final Evaluation Report

Description of the Program



The Michigan SAFE KIDS Program is dedicated to preventing unintentional childhood injuries in Michigan through implementation of community-based injury prevention programs; dissemination of injury prevention information to children, parents and care givers; coordination of training programs for firefighters, educators, law enforcement officers, public health workers, health professionals, emergency care providers and others; and organizing and staffing car seat check up events for the general public. Car seats, smoke alarms, bike helmets and other types of safety devices have been widely distributed to at-risk families in partnership with a variety of community-based organizations and committed volunteers.

There are nine SAFE KIDS coalitions in the state of Michigan, made up of eight local coalitions and the "state" coalition (referred to as Michigan SAFE KIDS). The state and local coalitions report and interact directly with the National SAFE KIDS Campaign. Michigan SAFE KIDS also has chapters throughout the state. In FY99/00, there were 24 local chapters. Chapters are typically located in rural areas of the state. Regional Community Coordination and Partnership grants were established to assist in chapter development and provide support to coalitions and chapters throughout the state.

Regional SAFE KIDS Coordinators are housed in three locations throughout the state and are responsible for: coordinating an application process for local SAFE KIDS coalitions/chapters within the region to implement and evaluate coordinated, multi-faceted, comprehensive local programs to prevent childhood injuries in their jurisdiction; implement regional activities to strengthen existing coalitions/chapters, establish new coalitions/chapters, and promote childhood injury prevention through highly visible public education initiatives; and provide incentive funding for local projects for any new coalitions/chapters formed within the region.

Southeast Region

This region includes Roscommon, Osceola, Clare, Gladwin, Arenac, Isabella, Midland, Bay, Huron, Tuscola, Sanilac, Saginaw, Shiawassee, Genesee, Lapeer, St. Clair, Livingston, Oakland, Macomb, Washtenaw, Wayne, Lenawee and Monroe counties. There are four local coalitions (Metro Detroit SAFE KIDS, Washtenaw County SAFE KIDS, Greater Flint SAFE KIDS and Greater Saginaw County SAFE KIDS) and five chapters (Lenawee County SAFE KIDS, Greater Lapeer County SAFE KIDS, Shiawassee County SAFE KIDS, Midland County SAFE KIDS and Isabella County SAFE KIDS).

Southwest Region

This region includes Mason, Lake, Oceana, Newaygo, Mecosta, Muskegon, Montcalm, Gratiot, Ottawa, Kent, Ionia, Clinton, Allegan, Barry, Eaton, Ingham, Van Buren, Kalamazoo, Calhoun, Jackson, Berrien, Cass, St. Joseph, Branch and Hillsdale counties. There are four local coalitions (Kent County SAFE KIDS, Kalamazoo County SAFE KIDS, Lakeshore SAFE KIDS and Capitol Area SAFE KIDS) and seven chapters (Greater Albion SAFE KIDS, Berrien County SAFE KIDS, Branch-Hillsdale-St. Joseph SAFE KIDS, Clinton County SAFE KIDS, Mason-Oceana SAFE KIDS, Muskegon County SAFE KIDS and Barry County SAFE KIDS).

Northern Region

This region includes Emmet, Cheboygan, Presque Isle, Charlevoix, Antrim, Otsego, Montmorency, Alpena, Leelanau, Benzie, Grand Traverse, Kalkaska, Crawford, Oscoda, Alcona, Manistee, Wexford, Missaukee, Ogemaw, and Iosco counties and all counties in the Upper Peninsula. There are twelve chapters (Northwest Michigan SAFE KIDS, Delta-Menominee SAFE KIDS, Marquette-Alger SAFE KIDS, Bay Mills SAFE KIDS, Keweenaw Bay SAFE KIDS, LSSU Early Childhood Education SAFE KIDS, Grand Traverse Area SAFE KIDS, Sunrise SAFE KIDS, Huron Shores SAFE KIDS, Kalkaska SAFE KIDS, Ontonagon County SAFE KIDS and Copper Country SAFE KIDS).

PROGRAM IMPACT FACTS

People Exposed to SAFE KIDS

1,429,529 people were exposed to SAFE KIDS Safety Programs (which includes adults and children who attended car seat check up events, health and safety fairs, child passenger safety workshops, bike safety rodeos, school presentations, worksite presentations, etc.)

Child Safety Seats Checked

10,044

Safety Items Distributed

2507	Safety Seats
6,420	Smoke Alarms
27	Carbon Monoxide Detectors
5,459	Bike Helmets
668	Equestrian Helmets
78	First Aid Kits
436	Personal Flotation Devices (Life Jackets)
373	Walker Alternatives
1,100	Trigger Locks
35	Mouth & Shin Guards
25	Poison Prevention Kits (Syrup of Ipecac)
2,805	Home Safety Kits and Safety devices (small parts testers, cabinet latches, pedestrian/driveway signs, child identification kits)

Training

54	Car Dealership Trainings
105	Car Seat Check Up Events
18	Bike Safety Rodeos
31	Presentations on Injury-Specific Areas
21	Health & Safety Fairs
7	Child Passenger Safety Certification Courses
53	Other Child Passenger Safety Trainings
2	Camp 911
8	Think First Program Presentations

Educational Materials Disseminated

Approximately 284,000 people received childhood injury prevention educational materials in Michigan (topics included child passenger safety, bike safety, first aid, gun safety, sports injury prevention, fire/burn prevention, carbon monoxide safety, electrical safety, snowmobile safety, suffocation/choking prevention, Back to School safety, pedestrian safety, poison prevention, water safety, home safety, fall prevention, playground safety, and seasonal safety (Halloween, gifts/toys)).

SAFE KIDS Partners

SAFE KIDS groups in Michigan formed partnerships with a wide variety of organizations and individuals in their communities to implement childhood injury prevention programs. Partners included: law enforcement, fire departments, Head Start, YMCA, school systems, Red Cross, local health departments, hospitals, parents, local businesses (Federal Express, bike shops, restaurants and fast food chains, phone company, Home Depot, Meijers, Walmart, Target, and pool companies), attorneys, religious organizations, PTO, road commission, Boys & Girls Clubs, neighborhood associations, pharmacies, Easter Seals, Safety Council, Goodwill Industries, insurance, childcare organizations, local prevention coalitions, emergency medical services, physicians, conservation/natural resources, parks and recreation, car dealerships, media (TV, radio, newspaper), Salvation Army, Kiwanis Club, Rotary Club, Chamber of Commerce, human and social service agencies, VFW, Optimist Club, Knights of Columbus, mental health providers, Extension Service, Early On Program, and 4-H Club).

National SAFE KIDS Campaign partnerships such as General Motors, Johnson & Johnson, Bell Sports, First Alert and Evenflo also benefit SAFE KIDS groups in Michigan.

Media Coverage

The media were attracted to and covered many SAFE KIDS events. Topics highlighted by the media include child passenger safety (general information, child passenger safety law, safety seat recalls, and safety seat check up events), toy safety, bike safety rodeos, the dangers of baby walkers, and Back to School safety. Media coverage consisted of local newspaper articles, live radio and TV coverage of local events, TV/cable and radio interviews, articles in local magazines and newsletters and information on a website.

New Coalitions and Chapters Formed

SAFE KIDS in Michigan grew substantially in 1999-2000. The number of chapters doubled from 12 to 24 and one new coalition was added to bring the total number to eight in the state. As of September 2000, there were 32 local SAFE KIDS groups in Michigan.

Anecdotes

In August, 1999, in the Southeast Region, a family with two small children attended a SAFE KIDS safety seat check up event and learned that their car seats were not installed correctly. The family was shown how to correctly install the car seats and a few days later, the family was involved in a serious crash. Because the children were in car seats that were correctly installed, they survived the crash unscathed. This received quite a bit of local media coverage.

Questions on SAFE KIDS? Contact:

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